



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Sprogis **GROUP:** 3622
SERIAL NO: 09/627,870 **EXAMINER:** Myhre, J.
FILED: July 28, 2000
FOR: SYSTEM AND METHOD FOR DIGITALLY
PROVIDING AND DISPLAYING ADVERTISEMENT
INFORMATION TO CINEMAS AND THEATRES

RESPONSE TO FINAL REJECTION

In response to the final rejection mailed on August 3, 2005, applicant submits the following.

Applicant thanks the examiner for taking the time to conduct the telephonic interview on September 13, 2004. The pending claims 27 - 47 stand rejected under §103(a) over U.S. Patent No. 6,141,530 (to Rabowsky) in view of U.S. Patent No. 6,424,998 (to Hunter).

Applicant submits that the Hunter reference is not prior art in view of the Rule 131 affidavit filed November 27, 2002 and accompanying Amendment in which the applicant specifically swore behind Hunter (See page 28 of the Amendment filed 11/27/2002 and sworn Affidavit of David H. Sprogis filed therewith). Copies of the Affidavit (with attached Appendices A - H) and Amendment are attached for the examiner's convenience.

The present invention involves, in part, *automatically developing a schedule of advertisements* to be shown at each of a plurality of actual movie showings. In particular, the system automatically matches job requests with actual movie showings, and develops a schedule of advertisements for each actual movie showing. Because such schedules must take into account many concerns such as appropriateness of content, avoiding repetition, and variety, this